



Applied Global Technologies: Recipient of the  
2008 North American Videoconferencing Service  
Market Share Advancement Award



*"We accelerate growth."*

## 2008 North American Videoconferencing Service Market Share Advancement Award Award Recipient: Applied Global Technologies

### Award Description

The Frost & Sullivan Award for Market Share Advancement is presented each year to the company that has demonstrated excellence in increasing market share within its industry. The recipient has demonstrated strategic excellence in product innovation, marketing, and sales strategies that have resulted in the largest gain in market share over the past year.

### Research Methodology

To choose the recipient of this Award, the analyst team tracks market share gain, increase in sales, and brand awareness efforts within the industry. This is accomplished through interviews with market participants, end-user studies, and extensive secondary research.

### Measurement Criteria

In addition to the methodology described below, there are specific criteria used to determine final competitor rankings within the industry. The recipient of this Award has excelled based in one or more of the following criteria:

- Competitive pricing strategy—perceived customer value versus price
- Strong sales force strategy—number of sales people (direct and indirect), sales force specialization, efficiency in distribution, ability to train and educate, and strong customer service
- Ability to establish brand awareness through promotional activities and advertising
- Strategic alliances that expand customer base (increase distribution, marketing and sales resources, and global expansion)
- Product innovation—satisfying unmet needs, creating new needs, and developing new products
- Ability to grow in a saturated or maturing market

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Frost & Sullivan presents Applied Global Technologies (AGT) with the 2008 Frost & Sullivan Market Share Advancement Award in the North American Videoconferencing Services Markets.

The U.S. videoconferencing services market includes revenues generated from bridging, conversion, transcoding, event management and other value-added services that are offered by a Conferencing Service Provider (CSP) or an independent video conferencing service bureau. From a fully managed service perspective, the market also includes Managed Service Providers (MSPs) that offer on-site and offsite dedicated video conferencing services in a tailored manner.

AGT, a pioneer in managed video services, offers video, audio and data communications with divisions in hardware, custom A/V integration, managed services, engineering and software development. The fifteen-year old private corporation provides videoconferencing solutions to branches of the U.S

Military agencies, federal and state government facilities, tier-1 universities, and large business corporations.

During the last three years AGT has demonstrated excellence in increasing its market share within the North American videoconferencing services market displaying important year-after-year growth in revenues. AGT's success is entirely organic and can be attributed to four key areas:

*Winning new client accounts*

AGT's growth is mostly attributed to this factor. The service provider has succeeded over the past three years in adding several new client accounts each year. AGT typically won at least one major account each year, in addition to several smaller accounts that are in the early growth phase.

*Partnerships*

AGT has several key partnerships with multinational Enterprise IP Carriers/Conference Service Providers. AGT's developed technology (FATHOM H.323 testing & management, Encore recording & streaming, and Analytics call analysis & reporting) is a core part of its partners' services offerings. Partners have built, branded, and market "service products" run by AGT technology. In addition to the technology, partners use AGT's expertise (staffing, help desk, services, managed A/V) as a core part of their offerings. AGT also partners with large Federal contractors to provide specific expertise that they lack in Managed Video.

*Account retention*

AGT has a high customer retention rate. Its first Managed Services customer, the U.S. Navy was contracted in 2000, and through many contract renewals has been extended through 2009. This is the case with most of AGT's customers. The service provider has never lost a client due to non-performance or missing an SLA. Additionally, AGT has been successful with State and Federal customers during contract re-competes mainly because its technologies are an embedded part of the service. AGT's technologies allow the company to support larger numbers of users/systems on a global basis, while providing real-time/automated information at a lower cost.

*Depth of services*

AGT offers hosted, managed and supplemental services to enterprises that also include scheduled bridging services, meeting room bridging services, group and desktop video, over the internet or within the enterprise network, thus satisfying every requirement. PerfectMeetings Managed Video, a comprehensive set of videoconferencing offerings for high-volume video network customers, include Managed On-Site Services, Remote Support, Managed A/V Services, and Smart Tools, such as endpoint monitoring and alerts, IP video network validation, site ready-for-use testing, IP video troubleshooting and testing, endpoint directory, trouble ticketing, SLA reporting and analysis, and JAVA desktop video and Web portal.

Applied Global's international headquarters is located in Rockledge, FL with field support offices in Atlanta, Chicago, Dallas, Honolulu, Okinawa, Ottawa, Seattle, San Francisco, Virginia Beach, and Washington, DC.

**Summary of Best Practices**

AGT's growth is entirely organic. Since the service provider originally won its first managed service contract with the U.S. Navy in May 2000, the company has been investing in R&D to broaden its service offering to include help desk, remote monitoring, managed A/V, managed desktop, hosted video and IP solutions. Some of AGT's noticeable achievements are winning several new client accounts each year, consolidating key partnerships with multinational IP carriers and conference service providers, retaining existing accounts throughout the years (AGT has been successful with State and Federal customers during contract re-competes), and efficiently educating customers about the benefits of

managed videoconferencing services. Frost & Sullivan believes that over the years, AGT has learned and identified many of the reasons behind potential growth and has put significant R&D investment into the development of technology and services to satisfy its customers' demand and help them achieve their own growth.



#### **About Frost & Sullivan**

Frost & Sullivan, the Global Growth Consulting Company, partners with clients to accelerate their growth. The company's Growth Partnership Services, Growth Consulting and Career Best Practices empower clients to create a growth focused culture that generates, evaluates and implements effective growth strategies. Frost & Sullivan employs over 45 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from more than 30 offices on six continents. For more information about Frost & Sullivan's Growth Partnerships, visit <http://www.frost.com>.

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